



WPTV

## ORDER

Print Date 09/12/12

Page 1 of 4

Flight Dates 10/01/12-10/07/12

Contract / Revision 310690 / Frankel for Congress

Original Date / Revision 09/11/12 09/12/12 Agency Com 15%

Advertiser Frankel / Democrat / Congre Billing Contact

1580 Lincoln Street  
Suite 510  
Denver, CO 80203

Agency Media Strategies and Resea

Buying Contact

1580 Lincoln Street  
Suite 510  
Denver, CO 80203

Sales Office WPTVN

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 11888

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive  
Cheryl Beers

Account Executive	Order%	Start Date	End Date
Cheryl Beers	100%		

Order Share 100% Market Value 29356

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	65	\$24,952.60	\$29,356.00	0.00
Totals	65	\$24,952.60	\$29,356.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/07/12	65	\$24,952.60	\$29,356.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	10/01/12	10/05/12	M-F 5-6a M-F 5-6a	CM	5-6a	MTWTF--	:30	5	\$165.00	P-3	0.00	NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	MTWTF--		5		\$165.00		0.00					
N 2	WPTV	10/01/12	10/05/12	M-F 6-7a M-F 6-7a	CM	6-7a	MTWTF--	:30	5	\$500.00	P-3	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	MTWTF--		5		\$500.00		0.00					
N 3	WPTV	10/01/12	10/05/12	M-F 7-9a TODAY SHOW	CM	7-9a	MTWTF--	:30	5	\$500.00	P-3	0.00	NM	5	\$2,500.00



**WPTV**

Print Date: 09/12/12

Page 2 of 4

Contract / Revision    **310690**    Flight Dates **10/01/12-10/07/12**

Hiatus Dates

Original Date / Revision    09/11/12/    09/12/12

Order Sep    00:20:00

Advertiser    **Frankel / Democrat / Congr**    Product **Frankel for Congress**

Estimate #    **11888**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	10/01/12	10/05/12	M-F 7-9a TODAY SHOW	CM	7-9a	MTWTF--	:30	5	\$500.00	P-3	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--					5	\$500.00		0.00			
N 4	WPTV	10/06/12	10/06/12	Sa 7-1030a Sa 7-1030a	CM	7-1030a	-----S-	:30	1	\$226.00	P-3	0.00	NM	1	\$226.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$226.00		0.00			
N 5	WPTV	10/01/12	10/07/12	Sa 8-10a SAT TODAY	CM	8-10a	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$300.00		0.00			
N 6	WPTV	10/01/12	10/07/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$200.00		0.00			
N 7	WPTV	10/01/12	10/07/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$150.00		0.00			
N 8	WPTV	10/01/12	10/07/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$350.00		0.00			
N 9	WPTV	10/02/12	10/02/12	M-F 10-11a TODAY III	CM	10-11a	-T-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$150.00		0.00			
N 10	WPTV	10/01/12	10/03/12	M-F 11-12n RACHEL RAY	CM	11a-12p	M-W----	:30	2	\$135.00	P-3	0.00	NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-W----					2	\$135.00		0.00			
N 11	WPTV	10/04/12	10/04/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	---T---	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$135.00		0.00			
N 12	WPTV	10/02/12	10/02/12	M-F 1-2p DAYS OF OUR LIVES	CM	1-2p	-T-----	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$125.00		0.00			
N 13	WPTV	10/01/12	10/05/12	M-F 2-3p MILLIONAIRE	CM	2-3p	M--F--	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M--F--					2	\$100.00		0.00			
N 14	WPTV	10/04/12	10/04/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	---T---	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$100.00		0.00			
N 15	WPTV	10/01/12	10/03/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	M-W----	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



**WPTV**

Print Date: 09/12/12

Page 3 of 4

Contract / Revision    **310690**    Flight Dates **10/01/12-10/07/12**

Hiatus Dates

Original Date / Revision    09/11/12/    09/12/12

Order Sep    00:20:00

Advertiser    **Frankel / Democrat / Congr**    Product **Frankel for Congress**

Estimate #    **11888**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	WPTV	10/01/12	10/03/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	M- W- - - -	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M- W- - - -					2	\$275.00		0.00			
N 16	WPTV	10/01/12	10/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF- -	:30	5	\$585.00	P-3	0.00	NM	5	\$2,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF- -					5	\$585.00		0.00			
N 17	WPTV	10/01/12	10/05/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF- -	:30	5	\$500.00	P-3	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF- -					5	\$500.00		0.00			
N 18	WPTV	10/01/12	10/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF- -	:30	5	\$650.00	P-3	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF- -					5	\$650.00		0.00			
N 19	WPTV	10/01/12	10/05/12	M-F 7-730p ET	CM	7-730p	MTW- F- -	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW- F- -					4	\$500.00		0.00			
N 20	WPTV	10/04/12	10/04/12	M-F 730-8p INSIDER	CM	730-8p	- - - T- - -	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- - - T- - -					1	\$500.00		0.00			
N 21	WPTV	10/01/12	10/01/12	NBC Monday Prime THE VOICE	CM	8-10p	M- - - - -	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M- - - - -					1	\$1,800.00		0.00			
N 22	WPTV	10/02/12	10/02/12	Tuesday Prime C PARENTHOOD	CM	10-11p	- T- - - - -	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- T- - - - -					1	\$1,800.00		0.00			
N 23	WPTV	10/04/12	10/04/12	Thursday Prime A 30 ROCK/UP ALL NIGHT	CM	8-9p	- - - T- - -	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- - - T- - -					1	\$750.00		0.00			
N 24	WPTV	10/05/12	10/05/12	Friday Prime A Friday Prime A	CM	8-9p	- - - - F- -	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- - - - F- -					1	\$500.00		0.00			
N 25	WPTV	10/01/12	10/07/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWTF- -	:30	5	\$600.00	P-3	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF- -					5	\$600.00		0.00			
N 26	WPTV	10/06/12	10/06/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	- - - - - S-	:30	1	\$625.00	P-3	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- - - - - S-					1	\$625.00		0.00			
N 27	WPTV	10/07/12	10/07/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-12X (11:30 PM-12:00 XM)	- - - - - S	:30	1	\$625.00	P-3	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



**WPTV**

Print Date: 09/12/12

Page 4 of 4

Contract / Revision    **310690**    Flight Dates **10/01/12-10/07/12**

Hiatus Dates

Original Date / Revision    09/11/12/    09/12/12

Order Sep    00:20:00

Advertiser    **Frankel / Democrat / Congr**    Product **Frankel for Congress**

Estimate #    **11888**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N27	WPTV	10/07/12	10/07/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-12X (11:30 PM-12:00 XM)	-----S	:30	1	\$625.00	P-3	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S					1	\$625.00		0.00			
N28	WPTV	10/02/12	10/05/12	M-F 1135p-1235a TONIGHT SHOW	CM	1135p-1235a	-TWTF--	:30	4	\$125.00	P-3	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-TWTF--					4	\$125.00		0.00			
Totals														65	\$29,356.00